Hands On

The Newsletter of the American Massage Therapy Association®

Volume XVI, Number 2 • March–April 2000

NMTAW Shines In Media Spotlight

One of AMTA's great member benefits is the public awareness created by AMTA's National Massage Therapy Awareness Week (NMTAW). Last year's event, held from October 24–30, 1999, continued to fulfill its purpose of attracting public and media attention to massage. It also demonstrated strong member support for this nationwide effort by AMTA.

Sixty newspapers published articles about NMTAW, including *The Los Angeles Times*, *Philadelphia Inquirer* and *San Antonio Express-News*. Most of the newspapers were local, featuring the activities of AMTA members and chapters. New York state led all others with 11 articles in local papers.

On the national level, TV coverage reached more than 18 million cable and satellite subscribers with interviews of AMTA spokespersons on America's Health Network, Fox News Channel and E! Entertainment Television.

Chapters and members responded positively to this year's theme of "Massage For All Ages," with reports of NMTAW activities from 30 states and Canada, including reports from 26 chapters and 10 massage schools. In some cases, schools collaborated with chapters to hold events. Seven governors issued proclamations for NMTAW.

***Sharon Stevens (IA)** promotes "Massage For All Ages."*

As a result of NMTAW media contacts by AMTA, *USA Today* published a half-page article in December about the benefits of massage. The article quoted AMTA's 1999 consumer survey, and featured a graph that revealed the rapid growth of public acceptance of massage. See the *1999 AMTA Consumer Survey Fact Sheet* enclosed with this issue of *Hands On* for facts about consumers' growing acceptance of massage.

AMTA Fact Sheets Help You Establish Credibility

Looking for information that will help you position massage as a credible service? Beginning with this issue of *Hands On*, AMTA will provide you with more benefits by the handful. Enclosed are two tools to help you increase public awareness of massage in your area: *Creative Tips for Raising Public Awareness of Massage Therapy* and *1999 AMTA Consumer Survey Fact Sheet*. These are the first in a series of fact sheets that are scheduled to mail with *Hands On* this year. Others in the series will include: *Health Insurance Reimbursement Facts, Research Citations on the Efficacy of Massage, Demand for Massage Therapy* and the *2000 AMTA Consumer Survey Fact Sheet*. These materials will be updates of fact sheets found in your new member and renewal kits.

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Meet The Staff

For 3 years, Communications Manager Ron Precht has coordinated national public relations and media relations for AMTA. He develops public relations and media plans; coordinates media requests and AMTA press releases; gathers and analyzes data on media coverage of massage; and manages AMTA's National Massage Therapy Awareness Week (NMTAW) program. Precht provides information about public relations and media relations to chapters; creates new AMTA informational materials, such as the fact sheets enclosed with this issue; coordinates promotion of AMTA's *Find A Massage Therapist* national locator service; and oversees AMTA's Massage Information Center.

Ron Precht

AMTA Receives Honors

AMTA recently was awarded two honors from the American Society of Association Executives (ASAE). The 1997-1998 AMTA Chapter Relations Program's "Chapter Financial Responsibility" tool kit was selected as a trophy winner in ASAE's 1999 Chapter Relations Pyramid Awards of Excellence in the category of "Chapter Development." AMTA's official publication, MASSAGE THERAPY JOURNAL, received an honorable mention in ASAE's Gold Circle Awards competition in the category, "Most Improved Magazine / Journal."

COMTA News

Massage and bodywork practitioners are encouraged to nominate themselves or others for one of the practitioner positions available on the Commission on Massage Therapy Accreditation (COMTA). The election for selected candidates will be held in Summer 2000. Nominations must be received by Monday, April 3, 2000. For more information, contact Carole Ostendorf at 847.869.5039, ext. 147, or via e-mail at *costendo@inet.amtamassage.org*.

For additional COMTA news, visit its new web site at www.comta.org. It contains an up-to-date list of the COMTA-accredited schools and programs, and information about the Commission's mission, history and policies.

Benefits You Can Use

For All Members

- *Seabury & Smith (Albert H. Wohlers & Co.) for Liability Insurance 800.323.2106*
- *MBNA Visa Platinum Card 800.523.7666*
- *MBNA Platinum Plus for Business 800.523.7666*

For Professional-category Members Only

- *MBNA Credit Card Scanner 888.545.2207*
- *Access Project for Legal Advice 800.993.8886*
- AMTA's *Find A Massage Therapist℠ 888.843.2682 (888.THE.AMTA)*

NEW

Acting Editor
Kelly Gospodarek

Production Artist
Kerri Pienschke

Contributors
Maureen A. Moon
Dolly Wallace

Upcoming Deadlines

May 1, 2000
(July/Aug. Issue)

July 1, 2000
(Sept./Oct. Issue)

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Phone: 847.864.0123, ext. 153 • Facsimile: 847.864.1178
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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Learning The Language

Language is defined as the "systematic means of communicating ideas or feelings." There are various systems of language used by different sections of the human race. Scientists, mathematicians, engineers, geologists, doctors and massage therapists have their own communication styles by which they give information to make others understand their ideas and intentions.

The importance of learning the language and communicating one's intent was expressed throughout the Winter 2000 issue of *Massage Therapy Journal*. Articles such as: "How to Mainstream a Practice for the New Millennium," "John Weeks on Integrating into Mainstream Health Care," and "Cary Cruea's Million Dollar Massage Bar," discussed the importance of understanding the demographics of your potential clients and your target group.

When you provide massage therapy in a healthcare or spa/wellness setting, athletic training center, doctor's office, nursing home, or at a corporation providing on-site massage, the language varies in how you sell yourself as a massage therapist, promote your practice, and chart discoveries and treatment plans.

This affects the massage therapy profession and your practice. It also impacts massage schools, AMTA and the AMTA Foundation. As more states become licensed and healthcare plans include massage therapy, our core knowledge about massage therapy and the business tools used to start and run a successful practice will change.

I truly believe that massage schools and colleges will change their massage therapy curricula to include communication courses that will provide massage therapists with the skills to ensure professionalism and confidence in all spectrums of practice. Language differs when dealing with those who practice in conventional medicine from those who practice in complementary and alternative medicine. I speculate that students enrolled in a massage therapy program will be able to choose to specialize in one or more areas. The possibilities are endless.

Research proving the efficacy of massage also will need to be interpreted into the language that will reach various communities and cultures. Interestingly, the Strategic Planning Committee has been working on the language of its plan in its dissemination to various targeted audiences such as schools, chapters, government agencies and others.

This concept of communication is equally important for AMTA national spokespersons when they interact with the media. They need to think about the interviewer, publication, or radio or TV show, as well as focus on the culture of the target audience.

It is exciting to witness the evolution of massage therapy as it becomes an alternative choice in health care, and how this demonstrates the need for clear means of communicating our messages. I envision that massage therapists, schools and AMTA will collectively discover the appropriate language needed to communicate effectively to our varied cultures.

Maureen A. Moon

Maureen A. Moon
(formerly Maureen A. Miller)
President, AMTA

Fingerprints

1999 NMTAW Celebrated

Connie Jorgensen's (IA) first four-generation family of clients got together in honor of the 1999 National Massage Therapy Awareness Week (NMTAW), "Massage for All Ages." Jorgensen also celebrated her sixth anniversary in business.

Six-month-old Julia Flathery receives a massage from Jorgensen (center).

Twelve members of the **AMTA-Idaho** chapter celebrated NMTAW by providing chair massage to more than 225 people of all ages at the Ladies' Expo in Idaho Falls.

Mary Cynthia Chicoine (IA), **Cathy Perkins (IA)** and **Morgan Rivers (IA)** gave elderly residents at an assisted living facility a positive experience of touch during 1999 NMTAW. They showed residents AMTA's Power of Touch® video, taught self-massage and provided complimentary massages.

Correction

In the January-February 2000 issue, there was an error in AMTA President Maureen A. Moon's (formerly Maureen A. Miller) wedding announcement. Maureen married Robert Moon on Dec. 12, 1999, in Boulder, Colorado.

Successful Story

Robin Schafer (AL) was featured in the book, *Women Who Mean Business: Success Stories of Women Over Forty*. Anecdotes about Schafer's massage therapy career were preceded by a brief profile of her work history, education, and personal and professional goals.

Member In The News

Immediate Past President **Adela T. Basayne (OR)** was recently interviewed in a *Wall Street Journal* article. The article explained how to find professionals who are willing to deliver their goods and services to homes. Readers looking for qualified massage therapists were told to call AMTA's toll-free number, 888.843.2682, for the *Find A Massage Therapist* national locator service. Basayne recommended that readers ask prospective therapists about their education, equipment and fees.

International Speaker

Suzanne Torrenzano (VA) recently spoke at the 3rd International Conference on Spirituality, Health and Healing in Durham, England. Torrenzano's presentation, "Coming Home to Body," discussed somatic/spiritual practices, and explored the body in the process of healing.

Giving Clients

Laura Mader (IL) offered her clients a discount on a massage during the holiday season. In return, Mader asked her clients to bring in food items for a community food pantry. Mader made more than three trips to the food pantry with the donations she received.

Disaster Relief

AMTA Council of Schools member, **Coastal Carolina Institute (NC)**, assisted individuals in Wilmington after Hurricane Floyd swept through the eastern part of North Carolina in 1999. Staff and students offered on-site chair massages to relief workers at local emergency centers.

Coastal Carolina Institute provides relief.

First Place

Molly Holmes (MA) and **Doug Walker (MA)** won the first place prize for massage therapy in the 1999 Readers' Choice Awards in South Yarmouth. Local newspapers asked readers to choose their favorite professionals, businesses and scenic spots in the area. Holmes and Walker have been practicing massage in South Yarmouth for more than 5 years.

What's New?

Send your contributions (including photographs) to:
Fingerprints - *Hands On* AMTA
820 Davis St., Suite 100
Evanston, IL 60201-4444
or via e-mail:
kgospodarek@inet.amtamassage.org

Why I Serve: Dolly Wallace (MI)

When I was a student in massage school in 1987, I joined AMTA and felt honored to belong. The Association offered me credibility with their standards of practice, provided liability insurance, and exemplified the professional image I was striving to achieve in my practice. I vowed that once my practice was established, I would give back to the profession and the Association that gave so much to me.

I began to volunteer on a local level and eventually served on the AMTA National Board of Directors. Today, I serve on two committees, and it is an honor to represent more than 42,000 massage therapists. The personal growth that I have gained through service is awesome. My volunteer experience has given me the opportunity to travel to some great places, to meet and form friendships with many wonderful individuals, to become a better visionary and to realize that life is a learning process. My life has truly been enriched through my involvement with AMTA.

There are so many areas in which to serve the Association. If you are even just thinking about volunteering, I strongly encourage you to call the National Office and request a volunteer search form. The support and encouragement you will receive from other volunteers will be genuine. You also will receive the necessary training and guidance. Consider joining AMTA's leadership. I am so thankful I did—from both a professional and personal standpoint.

Dolly Wallace

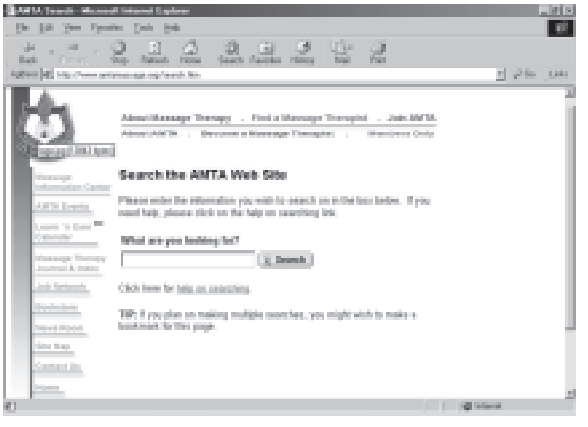
Those interested in volunteering should contact Cheryl Neely at 847.864.0123, ext. 132, or via e-mail at cneely@inet.amtamassage.org.

Web Site News

Searching AMTA's Web Site Now Made Easier

Are you looking for a more convenient way to find topics on the AMTA web site? There is now a new search engine located on its homepage. This feature provides an easier way to locate topics on the AMTA web site.

The search engine sorts through more than 875 pages of information on the AMTA web site and seeks the best match to a query. This time-saver offers a variety of search options, as well as instructions for doing advanced searches.



www.amtamassage.org

user ID: friction • password: biceps

AMTA Fact Sheets *Continued from page 1*

The newly developed *Creative Tips for Raising Public Awareness of Massage Therapy* is a resource tool to help you plan and implement presentations and public relations activities. It provides ideas on how to make the most of public forums to talk about massage, how to approach and use the media well, and more. Professional-category members and full-price Associate-category members can use this tip sheet as a quick reference to more detailed material in Manual Four of AMTA's *Career Guide* series. Consider laminating the tip sheet for use as a ready reference.

The *1999 AMTA Consumer Survey Fact Sheet*, a summary comparison of AMTA's consumer survey results from 1997, 1998 and 1999, shows growing acceptance of massage by consumers in the United States. It provides clear, factual material that you can use with potential clients, students, medical professionals and health plan representatives to show how Americans have accepted massage and are beginning to understand its value to their health. You may photocopy this fact sheet, so long as you copy the entire page, including the copyright note on the bottom. Use it in promotion of your practice, at presentations, at on-site events, in classes or workshops, and with the media.

Whether presenting in front of a group or working with the media, increasing awareness of the benefits of massage is easier than you may think. AMTA's consumer surveys, as well as health insurance company surveys, indicate that consumers and the medical community are increasingly positive about massage. Reporters are always looking for good stories to fill the airwaves or newspapers (where most people receive information). Since 1997, the number of local newspaper articles about massage has tripled—so the public and the media are interested in learning more about massage.

If there is another fact sheet that would help you practice, please send your suggestion via e-mail to info@inet.amtamassage.org. Or, fax to 847.864.1178, Attention: "Fact Sheet Idea."

Albert H. Wohlers & Co. Insurance Changes Name To Seabury & Smith

Albert H. Wohlers & Co. Insurance has changed its name to Seabury & Smith, a division of the Marsh & McLennan Companies, one of the world's largest insurance brokers. Only the name has changed. The personnel, management, location and telephone numbers remain the same. Albert H. Wohlers & Co. Insurance will continue to provide the same comprehensive group insurance programs under the Seabury & Smith name.

AMTA members who have questions about this transition should contact Seabury & Smith, 1440 N. Northwest Highway, Park Ridge, IL 60068. Or, call 800.323.2106.

Board Highlights

The AMTA Board of Directors is beginning its second year of meeting via conference call. This meeting method was introduced by Immediate Past President **Adela T. Basayne (OR)** in December 1998. The calls have been so successful that President **Maureen A. Moon (CO)** is continuing to use them as a way for the Board to handle issues that come up between scheduled face-to-face Board meetings in a timely manner. The following decisions were made during the December 1999 conference call.

Auditing Firm

It is recommended that associations review their choice of an auditing firm every 5 to 7 years to ensure that the needs of the association are being best served. The Board decided it was in AMTA's best interest to switch auditing firms. They approved the firm of Olive, LLP, to handle AMTA's auditing needs.

Office Location

After reviewing several options, the Board directed staff to stay at the current office space in Evanston, Illinois. This cost-effective option allows the National Office to expand, if necessary, into additional space that is adjacent to its current location.

AMTA's *Find A Massage Therapist* National Locator Service Sending Members New Clients

One of AMTA's newest member benefits, *Find A Massage Therapist* national locator service, is attracting the attention of the media throughout the country. Seven hundred fifty calls to the toll-free number (888.843.2682), and more than 20,000 inquiries through the AMTA web site, were generated by that media attention in just the first 4 months of the service.

In September and October 1999, more than 45 newspapers referred their readers to the national locator service, including newspapers in Detroit, Los Angeles, Sacramento, Pittsburgh and Philadelphia. In November, there were 22 local newspapers with articles about the locator service. Most of them were in California, Pennsylvania, New York, Ohio and Louisiana. In December, there were three massage stories on national TV and a half-page article in *USA Today* that referred consumers to *Find A Massage Therapist*.

Find A Massage Therapist is now one of the most visited sections of the AMTA web site. In November, there were 5,685 search requests at that section.

These telephone calls and web site requests are bringing new clients to AMTA Professional-category members—a very tangible member benefit.

If you have not sent AMTA your completed *Member Profile Form* to become part of the locator service, do it now. To fill out a *Member Profile Form*, log onto AMTA's web site. Or, call Member Services at 847.864.0123 to obtain a form.

AMTA Foundation Update

The Friends of the Foundation (FOF) program was begun last year in order to create communication links between the AMTA Foundation, AMTA members and the public. So far, members of the program have submitted articles about the Foundation to their chapter newsletters, discussed issues about the Foundation at chapter meetings, and passed massage therapy research information to their chapters. The Foundation acknowledges the current FOF members:

Alice Abbott (TX)
Virginia Anthony-Barrow (NM)
John Balletto (RI)
Dan Barrow (NM)
Kathleen Bauknight (WA)
Tree Bright (NC)
Lee Vincent Cilla (GA)
Mark Dixon (CA)
Terry Eicher (IA)
Claude Gagnon (WI)
Cheryl Gorey (MA)
Lorraine Hancock (VA)
Michelle Jacques (WI)
Sharon Marden Johnson (ME)
Daniel Kitchen (NJ)
Claudette Laroche (NH)
V.J. Nelson (NE)
Steve Olson (ND)
Susan Porter (AR)
Alice Sanvito (MO)
Robin Ann Schafer (AL)
Jan Schwartz (AZ)
Jackie Stearns-Jenkins (OH)
Wendy Stevens (CT)
Albert Svette (OH)
Carolyn Talley (SC)
Bob Yoder (NY)

If you would like to participate in the FOF program, contact Debbie Scanlon at 847.864.0123, ext.135, or via e-mail at dscanlon@inet.amtamassage.org.

Annual Giving Campaign

It is not too late to give to the AMTA Foundation annual giving campaign. The money raised will support progressive research projects, crucial community outreach projects and important educational projects.

Professional-category members are encouraged to return their pledge cards and make a donation to the campaign.

All donations can be sent to: AMTA Foundation, 820 Davis St., Suite 100, Evanston, IL 60201-4444.

AMTA Foundation
American Massage Therapy Association Foundation

Education Events

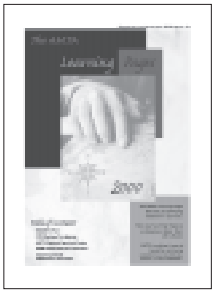
Continuing Education Hours To Increase In 2001

As of Jan. 1, 2001, the number of continuing education hours required for Active Professional AMTA membership will increase from 12 hours every 2 years to 12 hours every year. When Active Professional-category members renew their membership in 2002, they will need to submit proof of 12 hours of continuing education. This change reflects AMTA's commitment to provide the public with the highest quality of care, as well as to enhance the professionalism and credibility of AMTA members, setting them apart from other massage and bodywork professionals. The types of continuing education programs that meet the requirement will remain the same. AMTA will audit a random selection of Active Professional-category members annually to ensure compliance with the new requirement. Members will be notified if they are selected for an audit.

In order to help members meet the requirement, AMTA is expanding its continuing education programs to provide greater access to quality continuing education to various regions across the United States.

To find out more about continuing education programs in your area, visit AMTA's web site and search the Learn 'n Earn Calendar. Or, call the National Office at 847.864.0123, ext. 151.

Learning Pages Is Latest Education Resource



AMTA has expanded its continuing education offerings to meet your needs. Look for AMTA's new *Learning Pages* enclosed with this issue of *Hands On*. It is packed with listings of year-round education programs that will be held across the United States. Whether you are looking for a sneak preview of the 2000 AMTA National Convention or a one-day program in your area, the AMTA *Learning Pages* is the resource you need.

For more information about year-round education in AMTA's Learning Pages, call the Meetings and Education department at 847.864.0123, ext. 143.

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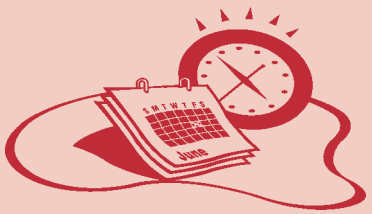
Calendar

Regional & National Events



2000

New England Regional Conference
March 23-26
Framingham, MA
Contact: Beth Giguere
401.233.8108

AMTA Speaker's Tour
June 4
Charlottesville, VA
Contact: 847.864.0123, ext. 143

AMTA Speaker's Tour
June 10
Tupelo, MS
Contact: 847.864.0123, ext. 143

AMTA Board of Directors Meeting
June 15-18
Denver, CO

AMTA National Learning Center
July 14-16
Ypsilanti, MI
Contact: 847.864.0123, ext. 143

AMTA Council of Schools Teachers Conference
August 11-13
Pittsburgh, PA
Contact: 847.864.0123, ext. 143

AMTA National Convention
September 20-24
Phoenix, AZ
Contact: 847.864.0123, ext. 143

2001

AMTA National Convention
October 17-21
Quebec, Canada
Contact: 847.864.0123, ext. 143

2002

AMTA National Convention
October 2-6
Portland, OR
Contact: 847.864.0123, ext. 143